



Job Title: Brand Manager, New to World Brand

Location: Remote (10–15% travel required)

Reports to: VP, Brand Marketing

About Us

At Next Century Spirits, we're rethinking how exceptional spirits come to life. From our patented production Spiranova™ technology to the creativity of our Spirits Design Studio, we've redefined what's possible in spirits production, with an award-winning portfolio of brands, premium private label partnerships, and respected bulk and co-packing solutions.

We're a fast-growing spirits startup built on hustle, creativity, and grit. Our portfolio includes both breakout brands and high-potential new launches, including celebrity-backed labels. We move fast, think like entrepreneurs, and roll up our sleeves daily to build brands from the ground up and through selective acquisition, and we're just getting started.

The Role

We're looking for a hands-on, entrepreneurial **Brand Manager** to build a new-to-world brand, managing 360° execution. You'll partner with sales, commercial, operations, and creative partners to bring a new brand to life across every touchpoint: retail, digital, PR, partnerships, experiential, and media.

What You'll Do

- Lead end-to-end brand management for assigned portfolio brands, including annual planning, go-to-market strategy, campaign execution, and performance tracking
- Develop and manage ATL & BTL campaigns across paid, earned, and owned channels, from digital and social to on-premise, events, and retail.
- PR & Communications, and influencer selection and relationship-building
- Create and execute content strategies that drive awareness, engagement, and conversion

- Collaborate cross-functionally with Sales, Supply Chain, Finance, and Commercial to align brand priorities and drive performance
- Manage brand P&L and marketing budgets to maximize ROI
- Oversee packaging updates, new product launches, and seasonal programs in partnership with design and ops
- Analyze data and market trends to identify opportunities, build briefs, and refine strategies
- Act as the internal champion and external voice of the brand across all tiers

Who You Are

- 4–6+ years of progressive brand marketing experience, ideally in spirits, CPG, or beverage
- Proven track record of developing and executing integrated marketing campaigns that drive growth
- Fluent in social media, digital trends, influencer partnerships, and content creation; you know what performs and how to make it happen
- Highly organized, adaptable, and energized by a fast-paced, DIY environment
- Strong commercial acumen with experience managing budgets and interpreting P&L
- A self-starter who thrives juggling multiple priorities, with ability to ruthlessly prioritize
- Strategic thinker who isn't afraid to get in the weeds to get things done
- Excellent communicator and collaborator, able to rally cross-functional teams and external partners

Why Join us

- High-impact role with real ownership and visibility
- Opportunity to shape breakout brands at the early stage
- Dynamic, no-BS culture built on trust, hustle, and creativity
- Room to grow as we scale

Please send your resume and cover letter to Suzanne Brown, Human Resources Manager, at sbrown@nextcenturyspirits.com.